Web Content Development for NPS.gov

VIRTUAL STUDENT FOREIGN SERVICE

VSFS

Project Title	Web Content Development for NPS.gov
Project Summary	Help us tell America's stories by researching and writing online articles about natural and cultural topics for the National Park Service website.
Country	United States
Agency	National Park Service
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	1

Project Description

The National Park Service (NPS) Office of Communications is seeking one intern to create written content for NPS.gov. Content will support the NPS.gov thematic framework, a mosaic of interwoven, thematically grouped subject sites based on core NPS themes, resources, and stories as well as visitor experiences in parks. Each piece of this "shared" content is pulled into multiple locations on NPS.gov through the COPE (create once, publish everywhere) model.

Topics cover both natural and cultural resources, but products can be tailored to the intern's interests and knowledge. Tasks may include, but are not limited to, researching topics, talking with subject-matter experts, locating and formatting images, writing and editing text, and inputting text and images into the NPS.gov content management system (pending successful completion of an NPS-sponsored background check).

We are looking for an individual with excellent writing and editing skills, including an understanding of plain language and web-writing best practices and experience tailoring content to address audience needs. An NPS editorial style guide and other guidance, in addition to training in the content management system, will be provided.

Desired Skills Interests

Additional Information

This project offers a unique opportunity to become part of the national team managing the NPS.gov website. The intern will work with the Office of Communication's Digital Strategy Division. Employees are based across the United States, from Alaska to Maine, and collaborate virtually as part of their daily work, so a virtual intern will be a great fit with the team. The intern will be asked to undergo a background investigation, at the Service's expense, in order to be granted access to the NPS.gov content management system.

The NPS.gov website receives 90 million different visitors and more than half a billion pageviews each year (learn more about NPS.gov at https://www.nps.gov/subjects/digital/nps-website.htm). With such high traffic, the intern's work will reach a wide audience! Examples of the types of content that will be created as part of this project can be found on the following sites:
- Wilderness subject site (https://www.nps.gov/subjects/wilderness/stories.htm)
- World War I subject site (https://www.nps.gov/subjects/worldwari/preparing-for-war.htm)
- Other subject sites on NPS.gov (https://www.nps.gov/learnandexplore/subjects.htm)

Language Requirements

None